



AGENDA

DFB Campus – Schwarzwaldstraße 121, 60528 Frankfurt

Live event streaming available via www.uefa.com/sustainability

Day 1 – 28 June 2023

Moderators: *Pedro Pinto (Communications Consultant, UEFA) and David Garrido (Presenter, Sky Sports)*

Time	Activity
08:30 – 09:00	Arrival to DFB Campus and accreditation collection
09:00 – 09:25	<i>WELCOME COFFEE</i>
09:30 – 09:40	Welcome remarks <ul style="list-style-type: none">• Bernd Neuendorf – President, DFB• Dominique Blanc – President, Swiss Football Association & Chair, UEFA Fair Play & Social Responsibility Committee
09:40 – 10:10	Creating and driving a positive impact: Football for Refugees <ul style="list-style-type: none">• Filippo Grandi – High Commissioner, UN Refugee Agency (UNHCR)
10:10 – 11:10	Social and environmental sustainability in football: Leading practices and trends <ul style="list-style-type: none">• Teresa Romão – General Secretary, Portuguese Football Federation• Marika Bernhard – Lead Sustainability (Corporate Strategy Directorate), DFL Deutsche Fußball Liga• Brian Walker – VP Sports Investment Strategy and Development, AS Roma• Filippo Veglio – Senior Expert, Social & Environmental Sustainability, UEFA

11:10 – 11:30	<i>COFFEE BREAK</i>
11:30 – 12:00	<p>The voice of inspiration</p> <ul style="list-style-type: none"> • Patrick Vieira – Coach and former professional player • Morten Thorsby – Professional footballer, 1. FC Union Berlin & Norwegian National Team and Founder, We Play Green
12:00 – 12:05	<p>Football’s role in strengthening equality, diversity and inclusion in Europe</p> <ul style="list-style-type: none"> • Helena Dalli – European Commissioner for Equality
12:05 – 12:20	<p>#FootbALL: UEFA’s new narrative on equality & inclusion</p> <ul style="list-style-type: none"> • Peter Klomp – Head of Reputation & Engagement, UEFA • Presilia Mpanu-Mpanu – Social & Environmental Sustainability Expert, UEFA
12:20 – 12:55	<p>#FootbALL Awards 2023: A celebration of equality & inclusion across the sport</p> <ul style="list-style-type: none"> • Showcasing inspirational actions in 4 categories (National Associations, Leagues, Clubs, Players) and one honorary mention
12:55 – 13:00	<p>Sustainability now: Inspiring, activating and accelerating football solutions</p> <ul style="list-style-type: none"> • Michele Uva – Director, Social & Environmental Sustainability, UEFA
13:00 – 14:30	<i>LUNCH</i>
14:30 – 15:45	<p>Sustainability in action: Insights and lessons across the industry</p> <p><i>2 panel discussions held in parallel</i></p> <p>How to blend purpose & partnership?</p> <ul style="list-style-type: none"> • Jaz Rabadia – Head of Responsible Business & Sustainability, Just Eat Takeaway.com • Ariela Caglio – Associate Professor, Department of Accounting, Bocconi University & Senior Advisor, UEFA • Clémentine Painter – Director Sustainability Europe, adidas • Norman Darmanin-Demajo – Former President of the Malta Football Association and Vice-Chair of the UEFA Fair Play and Social Responsibility Committee

	<p>Event sustainability: From risk to opportunity?</p> <ul style="list-style-type: none"> • Alison Biscoe – Head of Programme Development and Partnership, Centre for Sport and Human Rights • Alessandra Priante – Director, Europe, UN World Tourism Organization • Lene Kryger – Senior Consultant for Sport Event Denmark and Ex-UEFA EURO 2020 Project Lead • Filippo Veglio – Senior Expert, Social & Environmental Sustainability, UEFA
15:45 – 16:00	<i>BREAK</i>
16:00 to 17:15	<p>Sustainability in action: Insights and lessons across the industry</p> <p><i>2 panel discussions held in parallel</i></p> <p>Environmental footprint: Is the race to reduce on?</p> <ul style="list-style-type: none"> • Magdalena Jeckel – Project Manager, ESG Strategy, Eintracht Frankfurt • Ingo Mach – Sustainability Manager, Austrian Football Association • Lindita Xhaferi-Salih – Sports for Climate Action Lead, UN Climate Change (UNFCCC) • Vincent Reulet – Social & Environmental Sustainability Expert, UEFA <p>Discrimination in football: How to boot it out?</p> <ul style="list-style-type: none"> • Michaela Moua – Anti-Racism Coordinator, European Union • Gijs de Jong – General Secretary, KNVB • Bibiana Steinhaus-Webb – Professional Game Match Officials Board and former Referee • Paul Elliott – Special Adviser on Equality, Diversity and Inclusion to the President, CEO and Board of the English Football Association
18:00 – 19:00	<p>UNITY EURO CUP Final & Ceremony</p> <p>Second edition of the tournament, bringing together 16 squads composed of eight refugee players and three non-refugee players, including at least two women. In total, the tournament will involve more than 170 young people from refugee and host communities. More information.</p>
19:15 – 22:30	<i>COMMUNITY SOCIAL GATHERING</i>
22:30	Transfer back to the Crowne Plaza Hotel

Day 2 – 29 June 2023

Moderator: Pedro Pinto (Communications Consultant, UEFA)

Time	Activity
08:30 – 09:00	Arrival to DFB Campus
09:00 – 09:25	<i>WELCOME COFFEE</i>
09:30 – 10:00	Opening speeches <ul style="list-style-type: none"> • Nancy Faeser – Federal Minister of the Interior and Community • UEFA • DFB
10:00 – 10:15	UEFA EURO 2024 ESG Strategy <ul style="list-style-type: none"> • Michele Uva – Director, Social & Environmental Sustainability, UEFA
10:15 – 11:00	Sustainability outlook for UEFA EURO 2024 and German football <ul style="list-style-type: none"> • Philipp Lahm – UEFA EURO 2024 Tournament Director • Heike Ullrich – General Secretary, DFB • tbc – DFL Deutsche Fußball Liga
11:00 – 11:30	<i>COFFEE BREAK</i>
11:30 – 12:30	Delivering a sustainable UEFA EURO 2024 tournament: Responsibilities, challenges and opportunities <ul style="list-style-type: none"> • Andreas Schär – Managing Director, EURO 2024 GmbH • Celia Sasic – Vice President for Diversity and Equality, DFB • Sylvia Schenk – EURO 2024 Stakeholder Initiative • Frank Henke – Senior VP Sustainability Policy & Engagement, Global Legal, adidas • Michael Jopp – Sustainability Coordinator, Berlin Host City UEFA EURO 2024
12:30 – 12:50	Countdown to kick-off <ul style="list-style-type: none"> • Martin Kallen – CEO, UEFA Events S.A.
12:50 – 13:00	Forum closing remarks <ul style="list-style-type: none"> • Michele Uva – Director, Social & Environmental Sustainability, UEFA

13:00 – 14:00

LUNCH

OPEN FORUM ACTIVITIES

To round up the Forum, UEFA is convening a series of workshops, bringing together Forum participants who wish to dive deeper into specific topics related to social or environmental sustainability, and/or questions related to the development and roll-out of strategy documents.

14:00 – 16:30

- *Outraged – An educational toolkit based on the award-winning documentary, focused on making a contribution to tackling discrimination in football*
- *UEFA Carbon Footprint Calculator – A football-focused methodology to measure, manage, and disclose greenhouse gas emissions*
- *Walking Football – Focusing on the development of tools, guidelines and methodologies, and working toward the creation of a UEFA Walking Football Toolkit for National Associations in 2023*
- *Request for a bilateral meeting on Sustainability Strategy development and implementation*

Request for a bilateral meeting between SES Managers of National Associations and UEFA